

# 2 Queen Caroline Street



## 01. Welcome

Welcome to our exhibition for **2 Queen Caroline Street**, located in central Hammersmith. Royal London Mutual Insurance Society is bringing forward proposals to redevelop the site into a high quality, 14-storey, 179-bed student accommodation building with community space to the ground floor.

We are inviting the local community to take part in our public consultation on our proposals and welcome your feedback.

Our public consultation will run from Thursday 5th September to Sunday 22nd September.

This exhibition is your opportunity to learn more about our plans before we submit a planning application to the London Borough of Hammersmith and Fulham.



- What are your thoughts on the existing building?
- What do you think overall about our proposals?
- Is there anything you particularly like about the scheme?
- Do you have any concerns or suggestions for improvement?

## 02. About Us



**Applicant**  
[www.royallondon.com](http://www.royallondon.com)

UK’s largest mutual life, pensions, and investment company, offering protection, long-term savings and asset management products and services. As a proud, modern mutual we’re able to take a longer-term view.

We focus on delivering positive, enduring change on behalf of our members and customers and their families, helping to protect the standard of living for this and future generations.



**Development Manager**  
[www.renu-dm.co.uk](http://www.renu-dm.co.uk)

**ALLFORD  
HALL  
MONAGHAN  
MORRIS**

**Architect**  
[www.ahmm.co.uk](http://www.ahmm.co.uk)



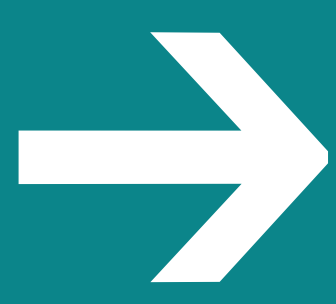
**Planning Consultant**  
[www.cbre.co.uk](http://www.cbre.co.uk)

**lexington**

**Communications  
Consultant**  
[www.lexcomm.co.uk](http://www.lexcomm.co.uk)



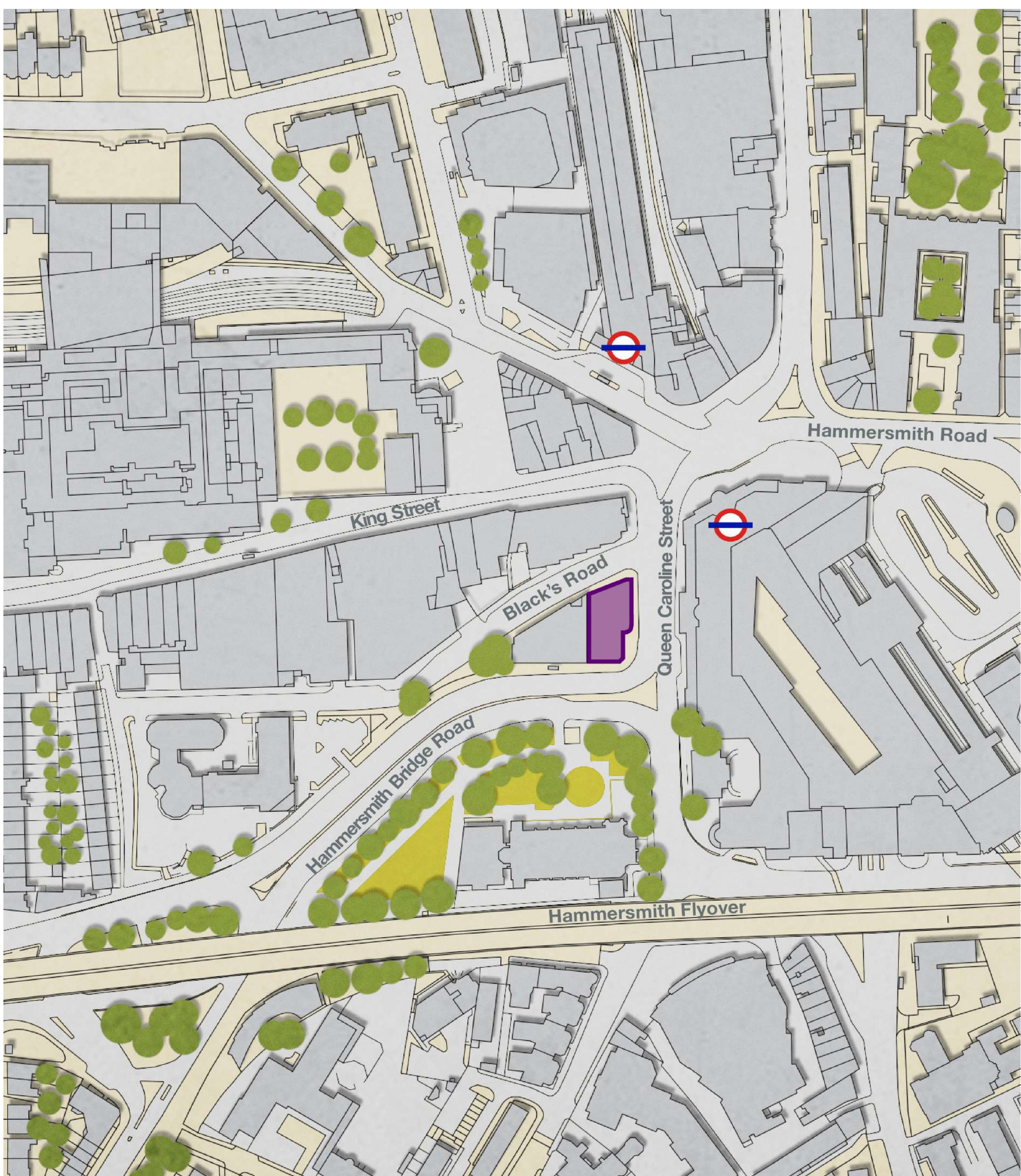
Scan the QR code to visit our website!





03. The Site

Location



The site is situated in the heart of Hammersmith within the Broadway Conservation Area and is bounded by Queen Caroline Street, Black's Road and Hammersmith Bridge Road and the Irish Cultural Centre. It faces the Hammersmith Broadway development to the east and the Grade II\* listed St Paul's church to the south.

It is a short walk to local retail and leisure amenities and the Hammersmith Underground Stations, offering Circle, Hammersmith & City, District, and Piccadilly services, with Central London just 20 minutes away. The site is also opposite Hammersmith bus station and has the best TfL public transport accessibility rating ('PTAL') of 6b.

Existing Building

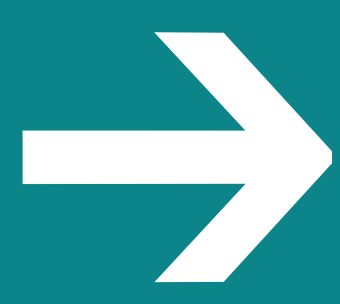


The existing property is a vacant office building over 5 floors plus basement.

The office space was most recently occupied by Regus who vacated in June 2019 following a period of steady declining occupation. The restaurant space located at ground floor was also vacated around the same time.

When Regus vacated the building, the office was in a poor state of repair and Royal London made the decision to strip out the space.

The Covid-19 pandemic then ensued impacting on demand for office space in Hammersmith.





04. Our Proposals

Overview



Image showing view of building from Broadway Gyrotory towards St Paul's Church

The overarching design principles adopted by the team are as follows:

- Design sympathetically to the setting of St Paul's Church.
- Provide a positive contribution to the conservation area.
- Incorporate passive and active sustainable features.
- Use durable materials and systems that will last and also meet the latest fire safety standards.



Image showing proposed 12<sup>th</sup> floor terrace.

The proposed development comprises the:

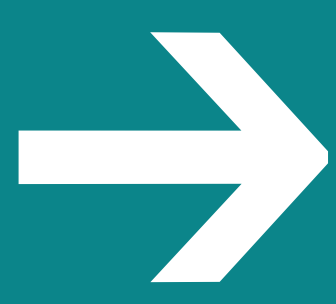
- Demolition of the existing building, but retention of the basement.
- Construction of a 179-bed purpose-built student accommodation scheme over 14 stories with a new community space at the ground floor.
- Delivery of 35% affordable rooms, with rents set annually by the GLA.
- Level and inclusive access throughout the scheme with 10% rooms designed for wheelchair users.
- Inclusion of planters and landscaping at ground and 12th floor improving public realm and biodiversity.



Image showing proposed student entrance on Queen Caroline Street.



Image showing proposed community use entrance on the corner of Blacks Road





04. Our Proposals

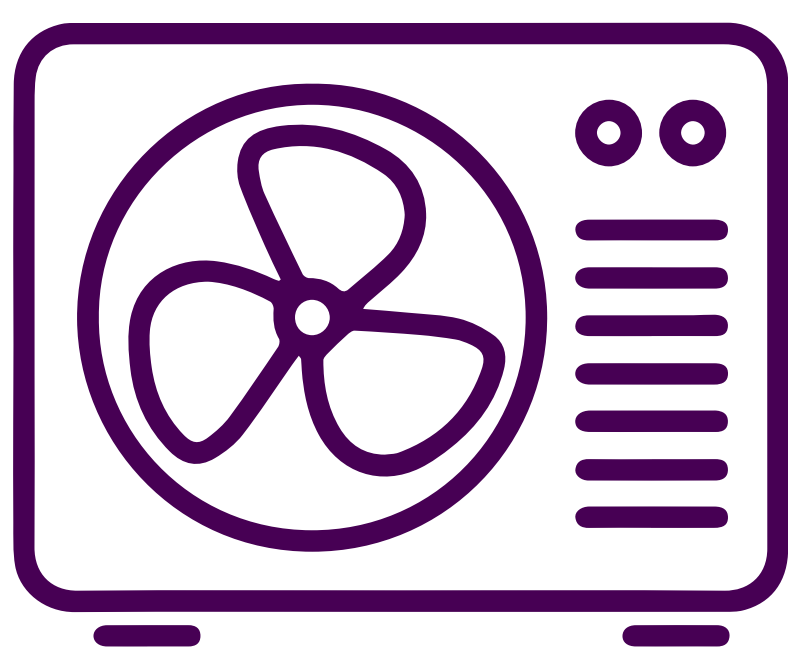
Sustainability



Increased biodiversity through inclusion of living roofs and green planters on the communal terrace.



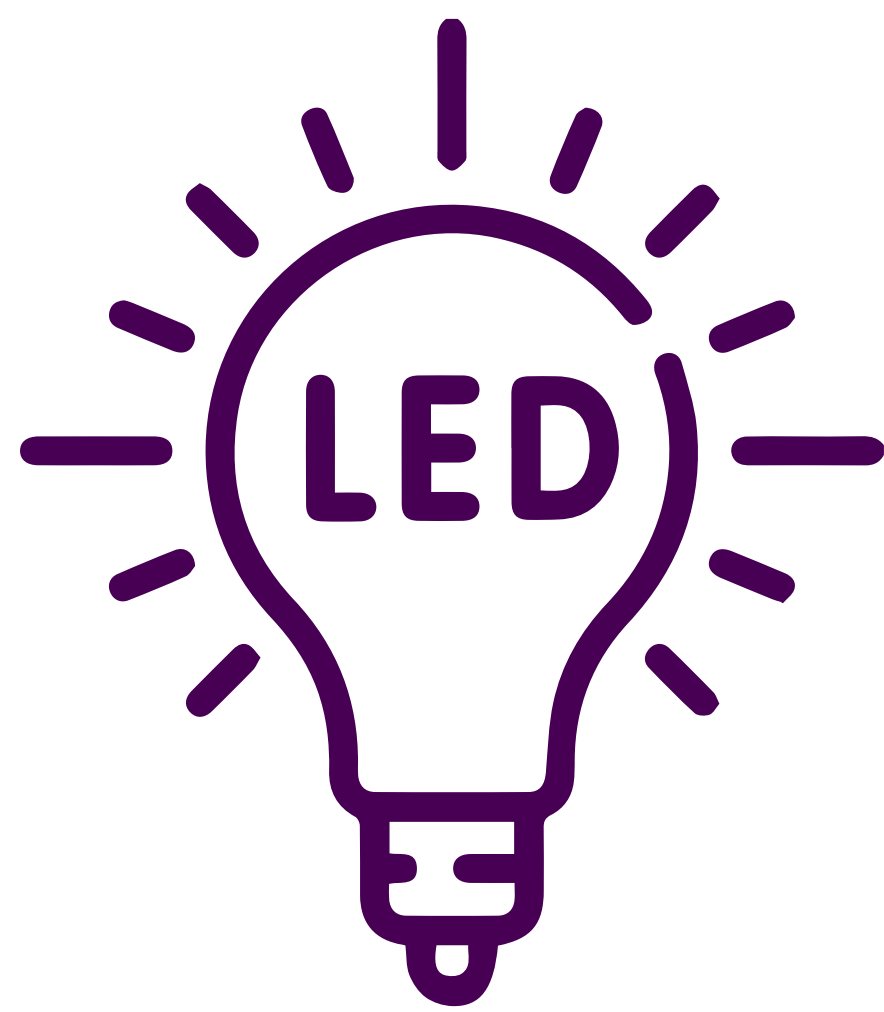
High performance insulating materials and glazing, and passive solar shading by varying depths of reveal.



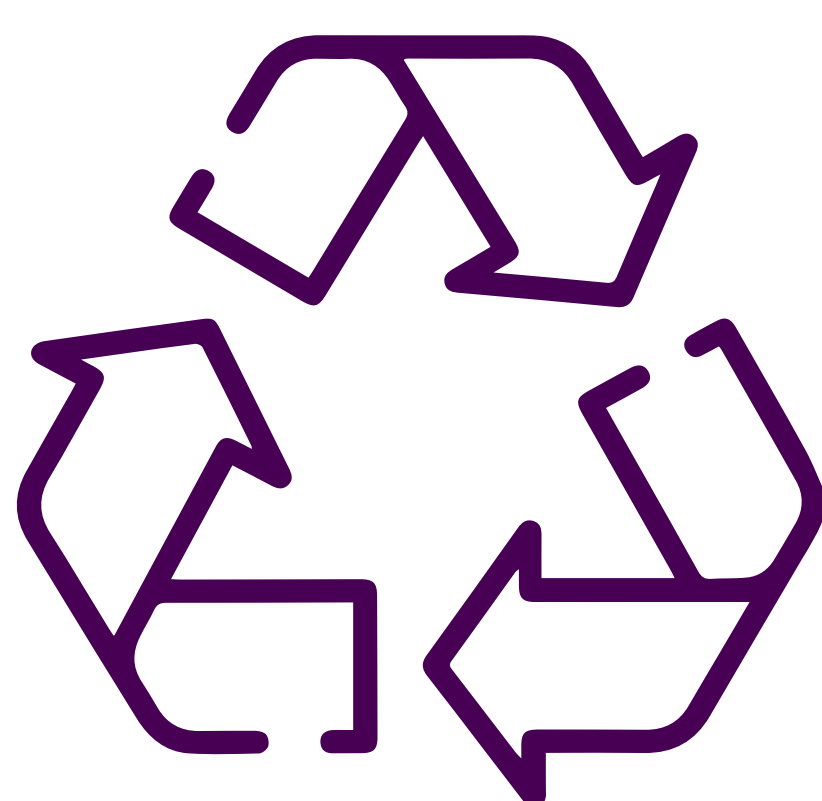
Centralised efficient air source heat pumps providing heating and hot water.



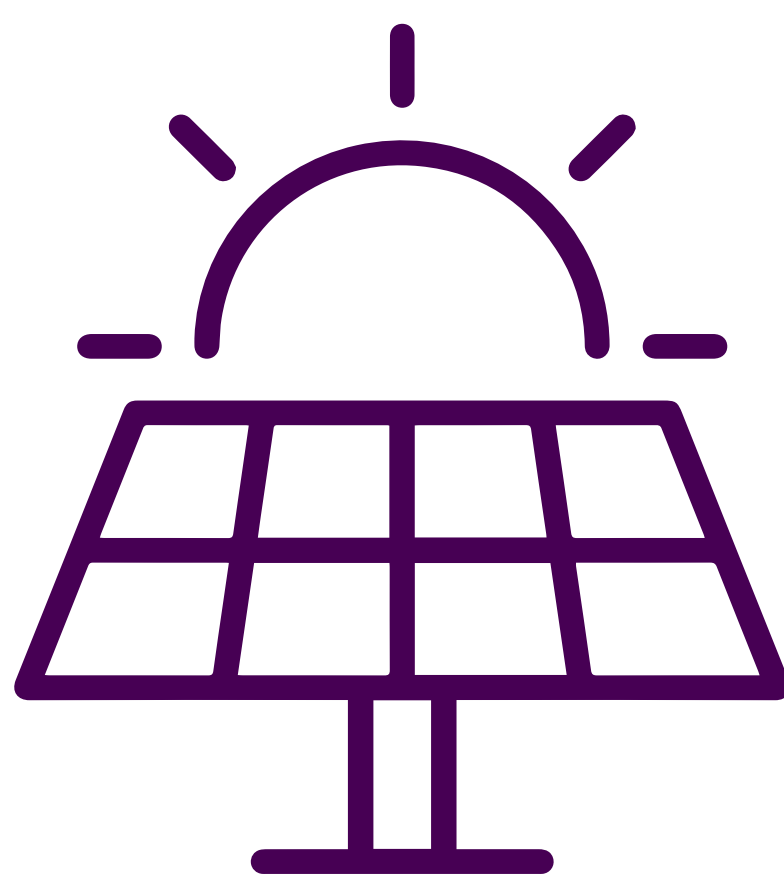
A ‘no fossil fuel’ development.



Efficient LED lighting throughout with appropriate lighting controls.



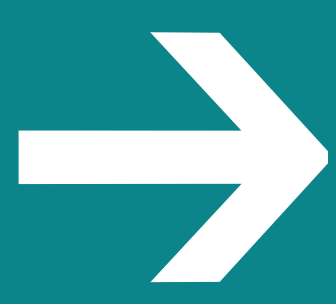
Focus on re-use and recycling of materials arising from the demolition of the existing office building.



Roof mounted solar panels contributing to building electricity use.



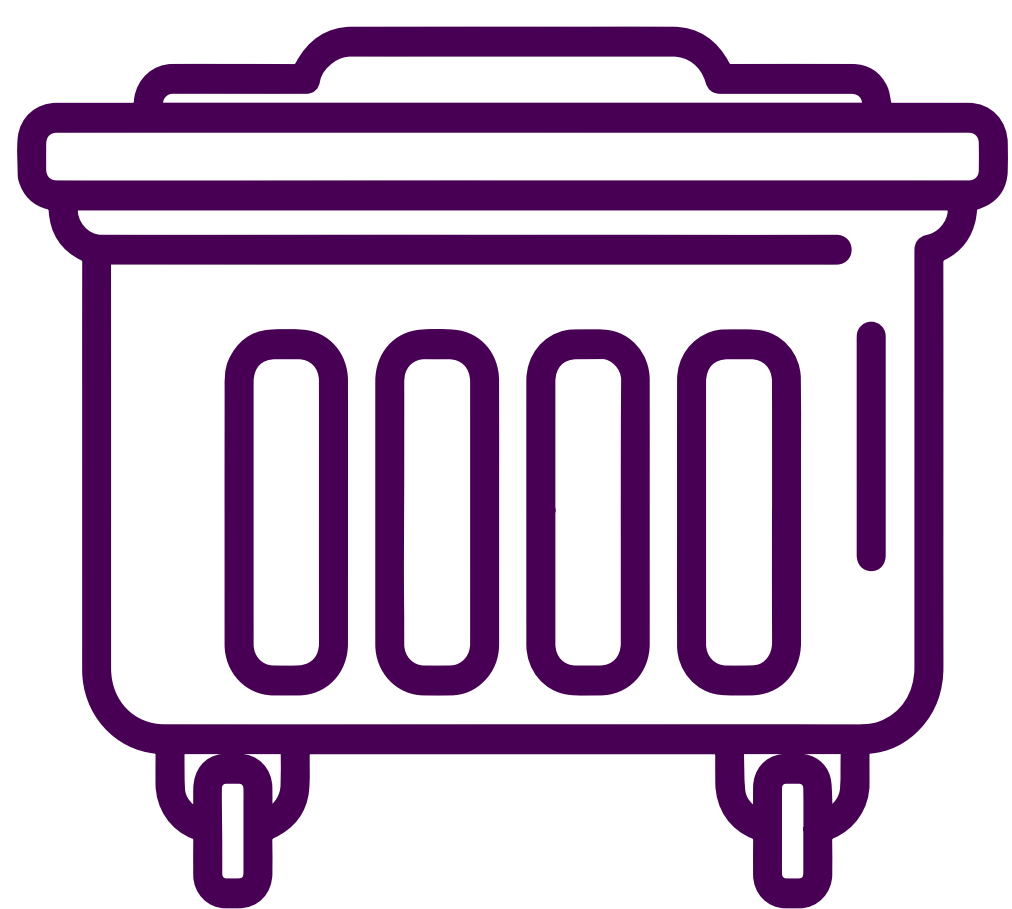
Independently assessed BREEAM minimum ‘Excellent’ sustainability standard to be achieved.





04. Our Proposals

Accessibility and Servicing



The refuse room is in the basement. Bins will be moved to and from the ground floor on collection day via the dedicated lift.



The bike store is in the basement. Bikes can be moved to and from the ground floor by the dedicated lift or stairs.



All deliveries and refuse collection will be undertaken via Black's Road as per the existing property to avoid impacting the traffic flow on Hammersmith Bridge Road. Deliveries will then be distributed to the Community space and Student entrance by hand.



All primary entrances will be provided with level access and adequately sized openings.

Wheelchair accessible/ adaptable rooms will be located on levels 1-9, providing a total of 18 bedrooms (10%)

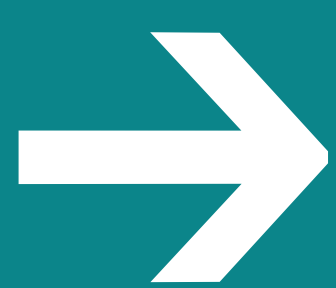


The scheme is designed to be car free and does not include any car parking spaces.



We will develop a student management plan that sets out the measures to be implemented at the start and end of term when students move in and out of the property.

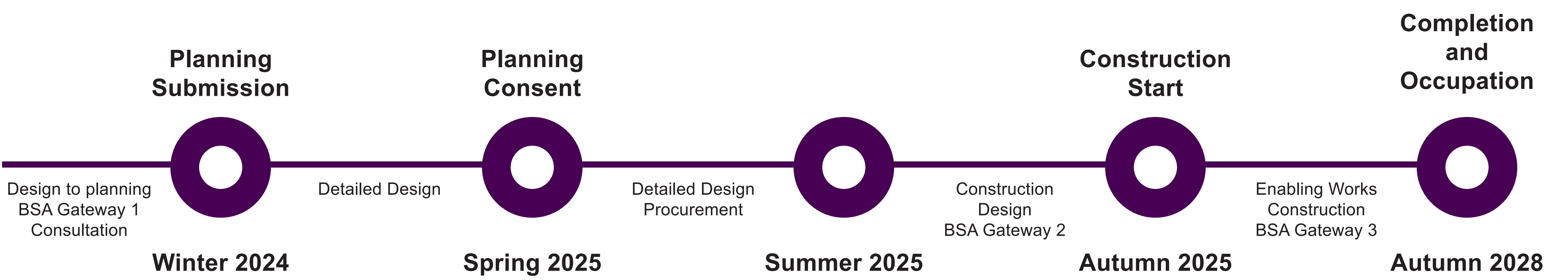
Not all will arrive or leave by car and where by car agreed time slots will be issued to avoid congestion on Black's Road.





05. Timeline





The timeline shown below is our estimate of the time it is expected to take from submission of our planning application following public consultation through to completion and occupation of the proposed scheme which is targeted for the start of the 2028/29 academic term.



06. Next Steps

We are committed to engaging with residents and local stakeholders about our plans for 2 Queen Caroline Street and hope that you have found this information useful ahead of submitting your feedback.

The public consultation will close on Sunday 22nd September 2024, so please take this opportunity to submit your feedback by:

-  Filling out our feedback form by going to **2queencarolinestreet.co.uk**
-  Emailing us with your comments, questions or feedback at: **2queencarolinestreet@havingyoursay.co.uk**
-  Phoning us at **0333 358 0502** (Monday-Friday 9.00-5.30pm, voicemail facility available)
-  Writing to us at **2 Queen Caroline Street c/o Lexington, Third Floor Queens House, Queen St, M2 5HT**

Thank you for attending the public exhibition and we look forward to receiving your feedback.

Thank You